



WEWS

ORDER

Flight Dates **10/08/12-11/06/12**

Contract / Revision **303564 /**

Original Date / Revision
07/02/12 09/28/12

Advertiser **Mandel / Republican / US Se**

Agency **Strategic Media Placement**

Buying Contact

**7669 Stagers Loop
Delaware, OH 43015**

Product

Agency Com 15%

Billing Contact

**7669 Stagers Loop
Delaware, OH 43015**

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:30:00

Estimate # **2452**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Louis Schottelkotte

Account Executive	Order%	Start Date	End Date
Louis Schottelkotte	100%		

Order Share 20% Market Value 1708000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	80%	1366400
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	168	\$203,745.00	\$239,700.00	553.90	10/01/12	10/28/12	168	\$203,745.00	\$239,700.00
November 2012	77	\$86,615.00	\$101,900.00	241.50	10/29/12	11/06/12	77	\$86,615.00	\$101,900.00
Totals	245	\$290,360.00	\$341,600.00	795.40					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/08/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$475.00	P-2	2.00	NM	12	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTF--					2	\$550.00		2.00			
	Week:	10/15/12	10/21/12	MTWTF--					3	\$650.00		2.00			
	Week:	10/22/12	10/28/12	MTWTF--					3	\$650.00		2.00			



WEWS

Print Date: 09/28/12

Page 2 of 5

Contract / Revision **303564** Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/02/12/ 09/28/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product

Estimate # **2452**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WEWS	10/08/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$475.00	P-2	2.00 NM	12	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	MTWTF--					3	\$650.00		2.00		
Week:		11/05/12	11/11/12	MT-----					1	\$650.00		2.00		
N 3	WEWS	10/08/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	5	\$700.00	P-2	2.70 NM	17	\$11,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					3	\$600.00		2.70		
Week:		10/15/12	10/21/12	MTWTF--					4	\$700.00		2.70		
Week:		10/22/12	10/28/12	MTWTF--					4	\$700.00		2.70		
Week:		10/29/12	11/04/12	MTWTF--					4	\$700.00		2.70		
Week:		11/05/12	11/11/12	MT-----					2	\$700.00		2.70		
N 4	WEWS	10/08/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$650.00	P-2	2.90 NM	20	\$12,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					3	\$550.00		2.90		
Week:		10/15/12	10/21/12	MTWTF--					5	\$650.00		2.90		
Week:		10/22/12	10/28/12	MTWTF--					5	\$650.00		2.90		
Week:		10/29/12	11/04/12	MTWTF--					5	\$650.00		2.90		
Week:		11/05/12	11/11/12	MT-----					2	\$650.00		2.90		
N 5	WEWS	10/08/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$650.00	P-2	2.10 NM	12	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					2	\$550.00		2.10		
Week:		10/15/12	10/21/12	MTWTF--					3	\$650.00		2.10		
Week:		10/22/12	10/28/12	MTWTF--					3	\$650.00		2.10		
Week:		10/29/12	11/04/12	MTWTF--					3	\$650.00		2.10		
Week:		11/05/12	11/11/12	MT-----					1	\$650.00		2.10		
N 6	WEWS	10/08/12	11/06/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	4	\$1,200.00	P-2	2.50 NM	16	\$19,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					3	\$1,300.00		2.50		
Week:		10/15/12	10/21/12	MTWTF--					4	\$1,200.00		2.50		
Week:		10/22/12	10/28/12	MTWTF--					4	\$1,200.00		2.50		
Week:		10/29/12	11/04/12	MTWTF--					4	\$1,200.00		2.50		
Week:		11/05/12	11/11/12	MT-----					1	\$1,200.00		2.50		
N 7	WEWS	10/08/12	11/06/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$1,000.00	P-2	2.60 NM	19	\$18,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					4	\$800.00		2.60		
Week:		10/15/12	10/21/12	MTWTF--					4	\$1,000.00		2.60		
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,000.00		2.60		
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,000.00		2.60		
Week:		11/05/12	11/11/12	MT-----					1	\$1,000.00		2.60		
N 8	WEWS	10/08/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$650.00	P-2	2.00 NM	13	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					2	\$550.00		2.00		
Week:		10/15/12	10/21/12	MTWTF--					3	\$650.00		2.00		
Week:		10/22/12	10/28/12	MTWTF--					3	\$650.00		2.00		
Week:		10/29/12	11/04/12	MTWTF--					4	\$650.00		2.00		
Week:		11/05/12	11/11/12	MT-----					1	\$650.00		2.00		
N 9	WEWS	10/08/12	11/05/12		CM	3-4p Katie	MTWTF--	:30	3	\$750.00	P-1	2.50 NM	12	\$11,800.00



WEWS

Print Date: 09/28/12

Page 3 of 5

Contract / Revision **303564** Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/02/12/ 09/28/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product

Estimate # **2452**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 3-4p Katie															
M-F 3-4p Katie															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					2	\$900.00		2.50			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--					3	\$1,000.00		2.50			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					3	\$1,000.00		2.50			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					3	\$1,000.00		2.50			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,000.00		2.50			
N 10	WEWS	10/08/12	11/05/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	3	\$750.00	P-2	2.20	NM	12	\$11,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					2	\$900.00		2.20			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--					3	\$1,000.00		2.20			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					3	\$1,000.00		2.20			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					3	\$1,000.00		2.20			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,000.00		2.20			
N 11	WEWS	10/08/12	11/05/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	5	\$1,200.00	P-2	3.50	NM	17	\$19,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					3	\$950.00		3.50			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--					5	\$1,200.00		3.50			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					4	\$1,200.00		3.50			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					4	\$1,200.00		3.50			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,200.00		3.50			
N 12	WEWS	10/08/12	11/05/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$1,800.00	P-2	5.10	NM	20	\$34,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					4	\$1,300.00		5.10			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--					5	\$1,800.00		5.10			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					5	\$1,800.00		5.10			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					5	\$1,800.00		5.10			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,800.00		5.10			
N 13	WEWS	10/08/12	11/04/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	4.20	NM	4	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-----S					1	\$1,300.00		4.20			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$1,200.00		4.20			
Week: 10/22/12		10/22/12	10/28/12	-----S					1	\$1,200.00		4.20			
Week: 10/29/12		10/29/12	11/04/12	-----S					1	\$1,200.00		4.20			
N 14	WEWS	10/08/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$1,000.00	P-2	2.00	NM	10	\$11,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					1	\$1,000.00		2.00			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--					2	\$1,200.00		2.00			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					3	\$1,200.00		2.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					3	\$1,200.00		2.00			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,200.00		2.00			
N 15	WEWS	10/08/12	11/05/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	2	\$1,000.00	P-2	2.00	NM	10	\$11,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	MTWTF--					1	\$1,000.00		2.00			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--					3	\$1,200.00		2.00			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--					3	\$1,200.00		2.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--					2	\$1,200.00		2.00			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,200.00		2.00			



WEWS

Print Date: 09/28/12

Page 4 of 5

Contract / Revision **303564** Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/02/12/ 09/28/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** ProductEstimate # **2452**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 16	WEWS	10/08/12	11/05/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	MTWTF--	:30	5	\$2,400.00	P-2	5.80 NM	17	\$40,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	MTWTF--					4	\$2,400.00		5.80		
		Week: 10/15/12	10/21/12	MTWTF--					4	\$2,400.00		5.80		
		Week: 10/22/12	10/28/12	MTWTF--					4	\$2,400.00		5.80		
		Week: 10/29/12	11/04/12	MTWTF--					4	\$2,400.00		5.80		
		Week: 11/05/12	11/11/12	M-----					1	\$2,400.00		5.80		
N 17	WEWS	10/08/12	11/04/12	SU 11-1135P Late News SU 11-1135P Late News	CM	11-1135p	-----S	:30	1	\$2,400.00	P-2	6.20 NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S					1	\$2,400.00		6.20		
		Week: 10/15/12	10/21/12	-----S					1	\$2,400.00		6.20		
		Week: 10/22/12	10/28/12	-----S					1	\$2,400.00		6.20		
		Week: 10/29/12	11/04/12	-----S					1	\$2,400.00		6.20		
N 18	WEWS	10/08/12	11/04/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$700.00	P-2	2.00 NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S-					1	\$600.00		2.00		
		Week: 10/15/12	10/21/12	-----S-					1	\$700.00		2.00		
		Week: 10/22/12	10/28/12	-----S-					1	\$700.00		2.00		
		Week: 10/29/12	11/04/12	-----S-					1	\$700.00		2.00		
N 19	WEWS	10/08/12	11/04/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$700.00	P-2	2.00 NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S					1	\$600.00		2.00		
		Week: 10/15/12	10/21/12	-----S					1	\$700.00		2.00		
		Week: 10/22/12	10/28/12	-----S					1	\$700.00		2.00		
		Week: 10/29/12	11/04/12	-----S					1	\$700.00		2.00		
N 20	WEWS	10/08/12	11/04/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	P-2	1.80 NM	4	\$9,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S					1	\$1,800.00		1.80		
		Week: 10/15/12	10/21/12	-----S					1	\$2,500.00		1.80		
		Week: 10/22/12	10/28/12	-----S					1	\$2,500.00		1.80		
		Week: 10/29/12	11/04/12	-----S					1	\$2,500.00		1.80		
N 21	WEWS	10/08/12	11/04/12	Wednesday Prime A Middle/Suburgatory	CM	8-9p	--W----	:30	1	\$6,000.00	P-2	7.20 NM	4	\$23,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	--W----					1	\$5,000.00		7.20		
		Week: 10/15/12	10/21/12	--W----					1	\$6,000.00		7.20		
		Week: 10/22/12	10/28/12	--W----					1	\$6,000.00		7.20		
		Week: 10/29/12	11/04/12	--W----					1	\$6,000.00		7.20		
N 22	WEWS	10/08/12	11/04/12	Friday Prime C 20/20	CM	10-11p	----F--	:30	1	\$5,000.00	P-2	3.80 NM	4	\$19,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	----F--					1	\$4,500.00		3.80		
		Week: 10/15/12	10/21/12	----F--					1	\$5,000.00		3.80		
		Week: 10/22/12	10/28/12	----F--					1	\$5,000.00		3.80		
		Week: 10/29/12	11/04/12	----F--					1	\$5,000.00		3.80		
N 23	WEWS	10/08/12	11/04/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$3,500.00	P-2	5.40 NM	4	\$13,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----S-					1	\$2,800.00		5.40		



WEWS

Print Date: 09/28/12

Page 5 of 5

Contract / Revision **303564** Flight Dates **10/08/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/02/12/ 09/28/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product

Estimate # **2452**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N23	WEWS	10/08/12	11/04/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$3,500.00	P-2	5.40	NM	4	\$13,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1				\$3,500.00		5.40			
		Week: 10/22/12	10/28/12	-----S-		1				\$3,500.00		5.40			
		Week: 10/29/12	11/04/12	-----S-		1				\$3,500.00		5.40			
N24	WEWS	10/08/12	11/04/12	NCAA Prime Game NCAA Prime Game	CM	8-1130p	-----S-	:30	1	\$5,500.00	P-2	8.00	NM	5	\$27,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00			
		Week: 10/15/12	10/21/12	-----S-		2				\$5,500.00		8.00			
		Week: 10/22/12	10/28/12	-----S-		2				\$5,500.00		8.00			
		Week: 10/29/12	11/04/12	-----S-		1				\$5,500.00		8.00			
N25	WEWS	10/13/12	10/13/12	Nascar Series Nascar Series	CM	12p-12x	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$2,000.00		0.00			
													Totals	245	\$341,600.00